

MODERN LUXURY SPOTLIGHT

POWER PLAYERS

BEVERLY HILLS CONCIERGE HEALTH

Hana Ayoub | MHA, Program Director
Ari Gabayan | MD, Medical Director of Concierge Medicine
Afshin Eli Gabayan | MD

Which skill or insight consistently gives you an edge in your industry?

Delivering truly tailored medicine with immediate access and exceptional attention to detail. At Beverly Hills Concierge Health, we offer our members direct availability to expert physicians and top-tier medical services around the clock. Patients today value prevention, convenience and trusted relationships, and by combining concierge-level service with world-class diagnostics and dedicated physician availability, we create a healthcare experience centered entirely around the patient.

What part of your profession inspires you most?

The opportunity to improve lives through proactive and preventative care. Whether helping patients gain peace of mind through advanced screenings or supporting families during critical moments, we are able to make a meaningful impact that extends far beyond traditional medicine.

Is there a guiding philosophy that shapes your approach to leadership?

Excellence begins with empathy, accessibility and trust. Healthcare should feel personal, seamless and empowering. As program director, Hana Ayoub oversees the strategic design and day-to-day evolution of our concierge wellness, patient experience and longevity initiatives, ensuring clinical precision is matched by an equally refined standard of service. Her operational leadership keeps innovation at the center of everything we do, so that every patient interaction upholds the benchmark Beverly Hills demands.

Beyond AI, how is your field evolving right now?

Healthcare is becoming increasingly proactive and personalized as patients seek elevated, experience-driven service models that prioritize prevention, wellness optimization, rapid access and stronger physician relationships rather than reactive treatment alone. From an operational standpoint, the growth of concierge medicine is also reshaping what modern healthcare can look like, how practices are structured and scaled. We are proud to be at the forefront of that evolution.

How do you use your platform to support your community?

We are committed to raising the bar for patient-centered practice while fostering collaboration across the broader medical community. Through wellness education, patient advocacy and connections to leading specialists and advanced diagnostics, we help patients and families navigate their health journey with greater confidence and support.

As a Power Player, where in your city do you go to unwind or connect?

Beverly Hills offers countless opportunities to recharge, from wellness-focused experiences to quiet moments with colleagues and family. Staying present within the community inspires the balance, creativity and human connection that leadership in this field requires.

What advice would you offer future Power Players?

Stay adaptable, lead with authenticity and always prioritize people over prestige. The most impactful leaders are those who build trust, embrace innovation and remain committed to making a genuine difference in the lives of others.



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Whose leadership has influenced you most?

Those who combine vision with humanity, individuals who elevate the people around them while continuously pushing standards forward. The strongest leadership creates both excellence and meaningful connection, and that combination is what we strive to embody every day.

What legacy do you hope to be remembered for?

Helping redefine personalized healthcare by making exceptional, compassionate care more accessible, proactive and patient-focused. Creating a lasting positive impact on both patients and the broader community is the legacy that matters most.

“True luxury in healthcare is having immediate access to compassionate, personalized care when it matters most.”

8900 Wilshire Blvd., Ste. 200, Beverly Hills, CA 90211
bhconciiergehealth.com | 310.912.0121